

## ABSTRACT

According to some embodiments of the present invention a system and method are provided that allow a player of a game to receive at least one prize. The method may include receiving information about at least one merchant, enabling play of a game by a player, determining merchant information to  
5 communicate to the player, and providing at least one prize to the player. In some embodiments, the prizes made available to a player (e.g., for selection) may be based on the location of the player, a merchant, or both.